

# Faculty of Media and Communication Studies

Semester: Spring 2022

## BS Media:

<u>S #</u>	<u>Course Code</u>	<u>Course Title</u>	<u>Sections</u>	<u>Semester</u>
1	MCHU1003	English I	2	1
2	MCHU1023	Pakistan Studies	2	1
3	MC1403	Introduction to Mass Communication	2	1
4	MC1203	News Reporting & Writing (English/Urdu)	2	1
5	MC1513	Introduction to Broadcast Journalism	2	1
6	MCCS1002	Computer Skills	2	1
7	MCHU1013	English II	5	2
8	MCHU1032	Islamic Studies	5	2
9	MC1803	Introduction to Digital Media	5	2
10	MC1703	International Relations	5	2
11	MC1223	Feature, Column & Editorial Writing	5	2
12	MCEL1003	Foreign Language	5	2
13	MCEL2013	Speak Well	2	3
14	MC2713	Foundation of Public Relations	2	3
15	MC2723	Fundamentals of Advertising	2	3
16	MCHU2043	Introduction to Sociology	2	3
17	MCEL2023	Functional Urdu	2	3

18	MC2813	Storytelling in Digital Age	2	3
19	MC2603	Introduction to Film & Theater Studies	4	4
20	MC2413	Development Communication	4	4
21	MC2103	Media Laws and Ethics	4	4
22	MCMT2003	Statistics	4	4
23	MC2213	TV Production (News & Current Affairs)	4	4
24	MC2423	Mass Communication Theories	4	4
25	JMS3013	Community Journalism	2	5
26	JMS3024	Feature, Column & Editorial Writing	2	5
27	JMS3033	Foundation of Behavioral Research	2	5
28	JMS3043	Media Seminar	2	5
29	JMS3093	Data Journalism	2	5
30	JMS3062	In – House Internship	2	5
31	JMS3453	Theories, Principle and Practices of PR	PR	6
32	JMS3483	Visual Communication Design	PR	6
33	JMS3444	Research in PR & Advertising	PR	6
34	JMS3433	Media Planning, Operations, Monitoring & Evaluation	PR	6
35	JMS3363	Script Writing for Radio & TV	FILM	6
36	JMS3343	Planning a Documentary for TV	FILM	6
37	JMS3283	Camera Techniques	FILM	6
38	JMS3352	Introduction to Filmosophy	FILM	6

39	JMS3333	Film, Theater & Society	FILM	6
40	JMS3224	News Writing (RD & TV)	PJ	6
41	JMS3263	Media Production Software	PJ	6
42	JMS3213	Online Journalism	PJ	6
43	JMS3243	Video Production	PJ	6
44	JMS4463	Copywriting (Theory & Practice)	PR	7
45	JMS4453	International PR & Advertising	PR	7
46	JMS4473	Advertising & Society	PR	7
47	JMS4483	Public Relation & Advertising Case Studies	PR	7
48	JMS4433	Production for Advertising & PR	PR	7
49	JMS4363	Post Production	FILM	7
50	JMS4373	Directing The Actors	FILM	7
51	JMS4393	Introduction to Animation	FILM	7
52	JMS4303	Screen Play Writing	FILM	7
53	JMS4333	Sound Design	FILM	7
54	JMS4263	Specialized Reporting/ Disaster Reporting	PJ	7
55	JMS4273	Page Make-up & Design	PJ	7
56	JMS4283	Magazine Journalism	PJ	7
57	JMS4293	Free & Responsible Journalism	PJ	7
58	JMS4233	TV Anchoring & Hosting	PJ	7
59	JMS4403	PR and Advertising in Digital Age	PR	8

60	JMS4414	Internship & Report	PR	8
61	JMS4424	Final Project on Public Relations	PR	8
62	JMS4434	Final Project on Advertising	PR	8
63	JMS4344	Final Project	FILM	8
64	JMS4183	Post Production & Special Effects	FILM	8
65	JMS4334	Internship and Report	FILM	8
66	JMS4323	Live Outdoor Broadcasting	FILM	8
67	JMS4123	Mobile Technology & Journalism Practices	PJ	8
68	JMS4214	Final Project (RD & TV)	PJ	8
69	JMS4224	Internship & Report	PJ	8
70	JMS4234	Final Project (Print Media)	PJ	8